



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:)
Robert L. Parker, et al.) Examiner: Gerald J. O'Connor
Application No.: 09/970,535) Art Unit: 3627
Docket No.: 42390P9334)
Filed: 10/03/01)
For: Presentation of Personalized)
Merchandise in an Electronic)
Commerce Transaction)

PRELIMINARY AMENDMENT

Mail Stop RCE
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action dated September 3, 2004, please
amend the above-identified application as follows: